

5 Ways to Overcome Cybersecurity Objections



The right tech isn't enough

Getting approval for a new cybersecurity initiative requires persuasion. Here's how to overcome five of the most common cybersecurity investment objections.



“We don't have budget for this”

- There are competing priorities, but here's why this should be at the top of the list.
- This reduces compliance risk that will save far more than it costs
- Here's the cost of a possible cybersecurity breach and how the proposal avoids it.



“Haven't we already invested in this?”

- Yes, and it helped—cybersecurity is an ongoing expense.
- That was phase one, and this is the next step of the larger plan.
- Threats are evolving, so we also must evolve.



“This isn't a pressing need, and our budget is for other things”

- We don't know if we're secure—this helps us to understand if there's a need.
- We've been lucky—the need is bigger than it looks.
- This is insurance against a huge problem if there's a breach.



“We're focused on growth right now instead”

- A cyberattack will disrupt our growth—this is part of our growth plans.
- ROI is massive when we look at the cost of a breach.
- Let's do a wargame to show the ROI from this proposal growth plans.



“Are there less expensive solutions to this problem?”

- We've already ruled out more expensive solutions, and this is the most affordable one.
- Here's our objective, and why the cheaper solutions don't make sense.
- We can roll this out in bite-sized chunks to spread the costs.

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